

**EXTENDED
ABSTRACT****Evaluation of the Concept of Defamiliarization in
Michel Battori's Posters****Mohammad Khazaei*¹ Erfaneh Ismaili²****1. Professor, department of visual communication, faculty of art, tarbiat modarres university, Tehran, Iran**

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Introduction

Defamiliarization is one of the most prominent ways to create creativity in graphics. This method is an attempt to disrupt the repetitive visual habits. Defamiliarization in the visual arts leads to the creation of completely new concepts that may draw more attention to the visual work. Defamiliarization is among the most efficient, effective, and creative ways to create communication in graphic design, especially posters. The graphic designer can use defamiliarization techniques to benefit from visual combinations and transformations deliberately and subtly to achieve a new meaning. These techniques which are called Visual figures of speech include fusion, alignment, substitution, change of function, deletion, personification, humor, and exaggeration. This study aimed to investigate the present works of "Michel Battori" to answer the following question: What visual figures of speech Michel Battori has employed most to create his posters? "Ahmadi" (1996) addresses the similarities between modernism and defamiliarization in his book titled "The Truth and Beauty" and considers defamiliarization as one of the most important aspects of modern art. Moreover, "Shafiei Kadkani" (2012), in an essay entitled "Defamiliarization," elaborates on the position of this approach in the literature and believes that all innovations in the field of literature and art, except in some rare cases, results from defamiliarization. "Sedghi" (2010), in his doctoral thesis entitled "Analysis of Factors and Elements Influencing the Message in Illustration" deals with the effective role of visual figures of speech in graphic design. In the same line, the book "Blue Elephant's Guidelines for Seeking Idea" by "Niroomand" (2011) is among the rare books which help students seek ideas in creative ways. In addition, he briefly addresses visual figures of speech in this book.

Keyword:Defamiliarization
Poster
Michel Battori
Visual Arrays
Graphic Design**Methodology**

This study was conducted based on a descriptive-analytical approach. The data were collected using library and internet resources. The posters were selected non-randomly and purposefully in this study.

Findings

The visual figure of speech is a branch of Visual Culture Studies that investigates the deliberate and subtle combinations and transformations to reach a new meaning. These measures include some kinds of mental impacts and a sense of satisfaction when facing a creative subject that resulted from combinations, replacements, and deviations from standards. The visual figures of speech in Michel Battori's posters were described and investigated. Moreover, 213 existing posters by Michel Battori were collected, analyzed, and separated based on the expression form of each poster. Subsequently, the frequency of using three main visual figures of speech by Michel Battori is illustrated in Figure 1. The use of fusion is strikingly preferable to the two other figures, namely alignment and substitution (table 1). Since Michel Battori benefited most from fusion, the posters were re-analyzed to obtain a more accurate evaluation of fusion subcategories used by him. According to Figure 2, the combination method outperforms the other two techniques in the fusion mode accounting for 42.9% of the total.

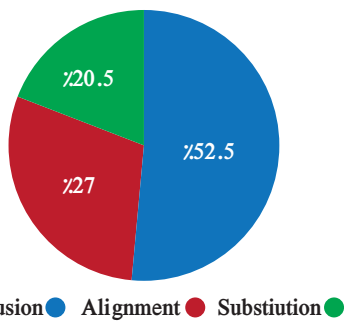


Figure 1
 Frequency of using three visual figures of speech by Michel Battori
 Source: Author

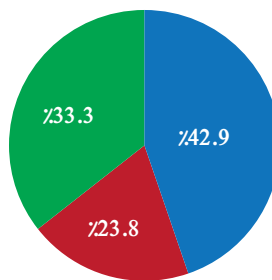


Figure 2
 Frequency of using fusion subcategories by Michel Battori
 Source: Author

Differences	Similarities	Relationship	Visual figures of speech
Fusion	Unusual combinations Extend the meanings of two parts with each other Reality mismatch	Complexities and delays in understanding Metaphorical expression Bilateral expression	Strange Asymmetrical Internal conflict
Alignment	Routine topics Visual misleading Quick understanding	Visual analogy Polysemy	Conflict Disagreement Tension Contrast
Substitution	Reality mismatch Indirect expression Evocative	Metaphorical expression Complex understanding of the subject lack of clarity	Implicit opposition
Spontaneous combination of the visual figures of speech	Complex expression, Innovation, Formation of memory, Pleasure of discovery, Subtle presentation of the subject		

Table 1. Summary of Visual Arrays, 2016. Source: Master's thesis

Conclusion

By elaboration on the visual figures of speech in posters by Michel Battori, it can be concluded that each figure can differently create a purposeful and effective change in the expression of the subject and induce a convincing effect on the audience. Moreover, fusion is the most widely used figure in Michel Battori's posters. He is one of the designers whose works are clearly based on the defamiliarization of objects and often uses visual figures of speech in this regard. Visual figures of speech or defamiliarization techniques are among the most commonly used methods of defamiliarization in Michel Battori's posters. His works based on the defamiliarization approach and the use of visual figures of speech individually and sometimes simultaneously have a sophisticated expression with innovation, formation of memory, subtle presentation of the subject which benefits from defamiliarization to create the figures.

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